

Rep Order# 8877060 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37561

Printed: 10/10/2012 12:36 PM
Last Received: 10/10/2012 11:27 AM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () OBAMA, BARACK
Product OBAMA/P/D
Estimate# 1904
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1904
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK
TOTAL - \$12,160
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	3	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$185.00	10/16-10/22	4	1	4	\$740.00	
	7	SA	500A-700A	CBS THIS MORNING SATURDAY	:30	\$335.00	10/20-10/20	1	1	1	\$335.00	
	10	TU-F,M	900A-1000A	LIVE! WITH KELLY	:30	\$300.00	10/16-10/22	5	1	5	\$1,500.00	
	20	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$275.00	10/16-10/22	5	1	5	\$1,375.00	
	*21	TU-F,M	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,315.00	10/16-10/22	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	*22	M	200P-300P	THE TALK	:30	\$1,315.00	10/22-10/22	1	1	1	\$1,315.00	
		Sales Remark: V3 . V3 More than 2 codes changed										
	23	TU-F,M	300P-400P	ELLEN	:30	\$375.00	10/16-10/22	5	1	5	\$1,875.00	

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Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*24	SA	530P-60CP	POLITICS NOW	:30	\$200.00	10/20-10/20	1	1	1	\$200.00	
				Sales Remark: V3 .								
				V3 More than 2 codes changed								
	25	SU	530P-60CP	INSIDE EDITION	:30	\$165.00	10/21-10/21	1	1	1	\$165.00	
	*26	TU-F,M	430P-500P	8 NEWS NOW 430PM	:30	\$350.00	10/16-10/22	2	1	2	\$700.00	
				Sales Remark: V3 .								
				V3 Program Name Change, Comment Changed								
	29	SA	700P-80CP	ET WEEKEND	:30	\$220.00	10/20-10/20	1	1	1	\$220.00	
	32	SA	1000P-1100P	48 HOURS MYSTERY	:30	\$900.00	10/20-10/20	1	1	1	\$900.00	
	34	TU-F,M	137A-237A	PLAYGROUND/ET	:30	\$20.00	10/16-10/22	2	1	2	\$40.00	
	35	SA	1235A-135A	DAVINICI	:30	\$40.00	10/20-10/20	1	1	1	\$40.00	
	36	SU	105A-205A	CRIMEIMTE	:30	\$140.00	10/21-10/21	1	1	1	\$140.00	
	*37	TU-F,M	500P-630P		:30	\$500.00	10/16-10/22	5	1	5	\$2,500.00	
				Buyline Comment: NEWS								
				V3 Added								
	*38	SU	530P-600P		:30	\$115.00	10/21-10/21	1	1	1	\$115.00	
				Buyline Comment: INSIDE EDITION								
				V3 Added								

---REPORT TOTALS---

Report Totals: 37 / \$12,160.00

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—SALES MONTHLY TOTALS—

Oct 12: 37 / \$12,160.00
Sales Totals: 37 / \$12,160.00
Station Totals: 37 / \$12,160.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$40,533	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

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